

## Program

### 13<sup>th</sup> Annual AIPC Sales & Marketing Summit

Frankfurt, 13 May 2018



Venue: **Kap Europa**, meeting room Meridian 1

Theme: Trends or Isolated Events? Are you Ready?

The meetings industry is constantly evolving as a result of everything from changing delegate expectations to new technology and business practices. Consolidations and mergers, new event formats, regionalization and aligning events with economic drivers are all factors and there is a corresponding requirement for centres to ensure that the knowledge and tools required to support changing requirements are in place along with a skilled workforce that can deliver new services. This year's Summit will address these and other topics of key importance to sales and marketing professionals.

**09:30 Registration and welcome coffee**

**10:00 Program Overview:** Barbara Maple, Summit Moderator

**Welcome by IMEX Group:** Carina Bauer | CEO

**10:15 The Big Picture: Industry Trends Impacting Centre Marketing**

Drawn from a range of current research and analysis, including the preliminary results of the 2018 AIPC Member Survey, this session will review the status of the most important industry trends and impacts and provide a sense of how centres around the world are responding to these. Included will be issues such as competition, changing business practices, convergence, advocacy and new client expectations, along with the challenges in areas ranging from centre design to facility security and new AIPC tools that have been created to assist in dealing with these.

Presenter: Rod Cameron | Executive Director, AIPC and JMIC

**11:00 The View from the Top!**

A panel of centre CEO's will review and discuss the most significant challenges they are facing and the kind of support they need to win more business and ensure the needs of clients and customers are being addressed effectively across all business sectors.

Panel: Simon Burgess | General Manager | Adelaide Convention Centre  
Raymond Larivée | President and CEO | Palais des congrès de Montréal  
Trevor McCartney | General Manager, Oman Convention & Exhibition Centre

**11:45 Networking Break**

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#### 12:00 Business Sector Perspectives: What's Ahead?

Representatives from various sectors of the meetings industry will provide the most current information on how their sector performed in the past year, what the future holds, the biggest surprises they have experienced and the most urgent concerns they are facing.

Panel: Florence Bindelle | President, European Society for Association Executives, ESAE  
Nick Dugdale-Moore | Business Development Manager, UFI  
Patrick Rush | Director, American Express Meetings & Events

#### 13:00 Networking Lunch

#### 14:00 The Customer Journey and Business Process Mapping

On what is often a long and complex interaction with clients, identifying the customer touchpoints with each area of convention centre operations and addressing any gaps in communication inevitably improves the customer relationship process. A case study will illustrate practical ways in which this process can be improved.

Presenter: Anne Jamieson | Director of Customer Experience and Optimisation, Melbourne Convention and Exhibition Centre

#### 14:45 New Data Protection Regulations and their Implications for Marketing

New data protection regulations in Europe and around the world have significant impacts on how centres can and must manage data related to sales and marketing programs. A leading expert in the requirements for adapting to these regulations will address this timely topic with new regulations becoming effective on May 25, 2018.

Presenter: Alyssa Cervantes | Manager - Cybersecurity and Privacy | Ernst & Young Advisory Services

#### 15:45 Networking Break

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#### 16:00 Round Table Discussions

The key topic roundtables are invariably one of the most valuable interactions in the Summit, providing a chance for the direct comparison of impacts and strategies amongst participants from around the world and a way to discuss and evaluate other content from Summit sessions. This year's topics will include:

- The role of subvention
- Destination pricing strategies
- CRM strategies and system upgrades
- Developing targeted marketing content/strategies
- Launching a new centre
- New data protection regulations/cybersecurity
- Recruiting, maintaining talent
- Aligning with economic priorities to generate new business
- Developing a brand

*Table host:*

Angeline van den Broecke  
Laure Filloux  
Anne Jamieson  
Samantha Glass  
Julianne Jammers  
Alyssa Cervantes / Jenny Graham  
Raelene Barry  
David Chisholm  
Sean Murray

#### 17:00 Summary, Conclusions and Networking Cocktail